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Buy Superior Aster Seed

GROWN AT

The Home of Asters

where the question of

Quality is of Utmost Importance

This is a business problem you cannot afford to overlook and you will miss one good opportunity if you fail to plant some of the H. & F. Quality Aster Seed this year. Grow the best asters; they occupy no more space and require no more labor.

NEW PRICE LIST ON 1916 CROP

The prices in this list cancel all previous offers, and hold good until Oct. 1, 1917.

THE MOST POPULAR EARLY & MEDIUM EARLY ASTERS

Daybreak—Exquisite shade of light pink. Ounce \$2; 1-2 oz. \$1; 1-4 oz. 55c; 1-8 oz. 30c.

Queen of the Market—First early and a profuse bloomer in White, Light Pink, Lavender and Purple....Ounce \$1; 1-2 oz. 50c; 1-4 oz. 30c; 1-8 oz. 20c

Purity—A pure snow white of great beauty. Ounce \$2.00; 1-2 oz. \$1.00; 1-4 oz. 55c; 1-8 oz. 30c.

Vick's Royal—Vigorous and productive; White and Shell Pink. Ounce \$2.50; 1-2 oz. \$1.25; 1-4 oz. 70c; 1-8 oz. 40c.

Lavender Gem — The very best early Lavender. Ounce \$2.50; 1-2 oz. \$1.25; 1-4 oz. 70c; 1-8 oz. 40c.

The Leading Mid-Season Comet Aster

Improved Rochester—Among the finest; in White, Lavender Pink, Lavender and Purple. Ounce \$2.50; 1-2 oz. \$1.25; 1-4 oz. 70c; 1-8 oz. 40c.

Hohenzollern—A well-known Comet Type; in White, Rosy Lilac and Azure Blue. Ounce \$2.50; 1-2 oz. \$1.25; 1-4 oz. 70c; 1-8 oz. 40c.

White Fleece—Perfect flowers of Glistening White. Ounce \$2.00; 1-2 oz. \$1.00; 1-4 oz. 55c; 1-8 oz. 30c.

Astermum—A select strain of this new aster; in White, Pink, and Purple. Ounce \$2.50; 1-2 oz. \$1.25; 1-4 oz. 70c; 1-8 oz. 40c.

Triumph Comet—A magnificent new class of Mid-Season Aster; in White and Shell Pink. Ounce \$2.50; 1-2 oz. \$1.25; 1-4 oz. 70c; 1-8 oz. 40c.

Unequalled Assortment of Superior Mid-Season to Late Asters

Improved Giant Grego—One of the best asters now in cultivation, Colors White, Shell Pink, Rose Pink, Lavender and Purple. Ounce \$3.00; 1-2 oz. \$1.50; 1-4 oz. 80c; 1-8 oz. 45c.

Pacific Beauty — The finest late Lavender of the Comet Type. Ounce \$4.00; 1-2 oz. \$2.00; 1-4 oz. \$1.10; 1-8 oz. 60c.

Dreer's Superb Late Branching—A careful selection of this well known aster; in White, Shell Pink, Rose Pink, Lavender, Azure Blue and Purple. Ounce \$1.00; 1-2 oz. 50c; 1-4 oz. 30c; 1-8 oz. 20c.

Peerless Late Branching—By far the best of all Late Branching asters. Colors, white, shell pink, rose pink and purple. Ounce \$3.00; 1-2 oz. \$1.50; 1-4 oz. 80c; 1-8 oz. 45c.

Giant Crimson—A dark velvety Crimson which attracts much attention. Ounce \$1.50; 1-2 oz. 75c; 1-4 oz. 40c; 1-8 oz. 25c.

New Price List on 1916 Crop H. & F. Quality Aster Seed.

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UNEQUALED ASSORTMENT OF SUPERIOR MID-SEASON TO LATE ASTERS

Improved Giant Crego—One of the best asters now in cultivation, Colors White, Shell Pink, Rose Pink, Lavender and Purple. Ounce \$3.00; 1-2 oz. \$1.50; 1-4 oz. 80c; 1-8 oz. 45c.

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A GREAT FUTURE FOR ASTERS

Very few persons, even in the trade, appreciate the real value of the aster and few growers realize to what mammoth proportions this business can be developed by careful handling. It is only by the most painstaking effort while making a specialty of the aster that we were able to get the attention of the critical customer. It is the perfect quality of the massive chrysanthemum like blooms which gives this stock prestige over all other asters on the market.

EXPERIENCE OF VALUE

In no line of business is the experience which comes with passing time of more benefit than in the production of good asters, and being for years actual producers of all the seed offered for sale in our lists, we feel safe in saying that this stock, if properly handled, will give entire satisfaction to the most critical grower of this popular flower.

DOUBTS ARE TRAITORS

In these days we hear much of efficiency in all lines. To become the most efficient in the production of asters you must, first of all, have the very best seed obtainable. Don't allow your doubts to stand in the way and make you loose the good you might gain. Plant at least a part of your crop to the H. & F. Quality Asters this season. Satisfy yourself now that its just as easy to have a good crop as a poor one.

YOU CAN HELP US

We wish to thank our many customers for their loyal patronage and especially do we feel grateful to the large number who have so kindly told us of their unusual success since using the H. & F. Quality Aster Seed. It is indeed gratifying to know that our efforts for quality and service are appreciated. You can add much to our efficiency by telling us what success you are having with our seed, and remember we want your criticism as well as your praise.

PRICES REASONABLE

Our prices are as reasonable as good seed can be produced; and the utmost care is used in the selecting, roguing, harvesting and threshing of this stock. Prices, however, should be the last thing to consider when buying seeds. If you regard results taking into consideration labor on the crop, land value, loss of time and injury to trade along with minor disappointments accompanying crop failures, no price would be considered too high to pay for good seed.

PROMPT SERVICE

All varieties of our aster seed are offered by weight and packets containing one ounce, one-half ounce, one-quarter ounce and one-eighth ounce, also regular trade packets are filled as soon as seed is ready and placed in convenient cabinets where orders are filled. This simplifies the work and increases the efficiency of the mailing department so that orders can be executed without delay.

TRIAL OFFER

For the benefit of customers desiring only a small quantity of seed for trial, we offer trade packets of any variety herein listed at 25c each. Five packets for \$1.00, twelve packets \$2.00 or fifteen packets, your own selection for only \$2.45.

EASTERN CUSTOMERS

Atlantic coast customers who do not wish to send so far for their seed can now obtain the H. & F. Quality Aster Seed from Roman J. Irwin, 108 West 28th Street, New York City.

HERBERT & FLEISHAUER

Aster Specialists

McMinnville,

Oregon